

## Exhibit Report Outline

- I. **DATE OF REPORT:** November 15, 2000
- II. **NAME OF PERSON SUBMITTING REPORT:** Charniel McDaniels
- III. **EXHIBIT SPECIFICS:**
  - Name of Meeting (Association):** Kentucky Library Association
  - Location:** Owensboro, KY
  - Dates:** October 18-20, 2001
  - Staff:** Tammy Mays & Charniel McDaniels
  - Number of Registrants:** 616
  - Number of Exhibitors (Companies):**  
There were approximately 45 exhibitors there were no stats distributed.

### **Specify by Days:**

#### **Day 1 10/18/01**

- A. Exhibit Hours **8:30 AM – 12:00 noon and 1:00 pm – 5:30 pm**
- B. Number of People Visiting the Booth **105**
- C. Number of NLM System Demonstrations/other Internet Demonstrations **9 MEDLINEplus**

#### **Day 2 10/19/01**

- A. Exhibit Hours **8:30 AM – 12 Noon and 1:00 PM – 6:00 PM**
- B. Number of People Visiting the Booth **101**
- C. Number of NLM System Demonstrations/other Internet Demonstrations **40 MEDLINEplus, 1 MEDLINE, & 1 Other.**

#### **Day 3 10/20/01**

- A. Exhibit Hours **8:00 AM – 12:00 Noon**
- B. Number of People visiting the Booth **8**
- C. Number of NLM System Demonstrations/other Internet Demonstrations **0**

#### IV. **EXHIBIT SUMMARY**

- A. Pre-Exhibit Meetings  
**We have been included in the pre-conference agenda for two years in a row with the Health Resources on the Internet class.**
- B. Distribution of Pre-mailers, Letters or Invitations: **NONE**
- C. Booth Location:  
**The booth number was 24 it was well placed. It was closed to the main entrance and at the intersection of two major aisles.**
- D. Description of NLM System Program Presentations
- E. Problems

**This was our first time exhibiting at this conference. Our organization and our services are not well recognized.**

**F. User Feedback**

- **Wow! Thanks for the making me come over to your booth!**
- **I do like using your resource -- it's such an easy tool!**
- **Now that my family and I are getting older we find your resource very useful!**
- **I'm glad I stopped!**

**G. Suggestions/ Comments**

**We used the survey to express our dissatisfaction with the organization of the exhibits area. There was no planned space in an attendee's day to visit the exhibit area. We requested that time be devoted to exhibits in the meeting program.**

**V. BUDGET SHEET**

Exhibit Fee	500.00
Freight/Drayage	32.00
Labor:	15.00
Carpet	145.00
Telephone:	222.13
Electricity:	90.00
Computer Rental	0.00
Furniture:	132.00
Transportation/Parking (prices est.)	
Airfare X 2 employees	200.00
Car rental & gas	220.00
Per Diem, etc:	
\$34.00 X Days for 2 employees	204.00
<b>Total Cost</b>	<b>\$1760.13</b>

**VI. APPENDICES;**

Maps of Exhibit Hall  
Pictures  
Samples of Promotional Materials Used